# VISHAL GUPTA

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## Education

**Greater Noida Institute of Technology** — **2021 – 2024**
*Bachelor of Computer Applications (B.C.A)* — *Ghaziabad, Uttar Pradesh*

**Sun Valley International School** — **2020 – 2021**
*Intermediate (C.B.S.E. Board)* — *Ghaziabad, Uttar Pradesh*

**Sun Valley International School** — **2018 – 2019**
*Matriculation (C.B.S.E. Board)* — *Ghaziabad, Uttar Pradesh*

## Skills

**Programming Languages**: Python, HTML/CSS, JavaScript
**Developer Tools**: VS Code, Jupyter Notebook
**Data Analysis & Visualization**: Pandas, NumPy, Matplotlib, Power BI, Excel
**Databases**: MySQL
**Cloud Platforms**: Google Analytics
**Soft Skills**: Communication, Problem Solving, Teamwork, Critical-Thinking, Adaptability & Flexibility, Curiosity & Continuous Learning

## Experience

**Gonard Web** — **May 2024 – August 2024**
*Data Analyst Intern* — *Sahibabad, Uttar Pradesh*

- Assisted in tracking website metrics using **Google Analytics and Mixpanel**, providing insights into user behavior, traffic patterns, and engagement.
- Analyzed conversion funnels and user journeys, identifying optimization opportunities to improve user retention and decrease bounce rates.
- Designed and maintained interactive **dashboards and data visualizations using Excel and Power BI** to present actionable insights to cross-functional teams.
- Collaborated with marketing and product teams to interpret data trends, contributing to strategy recommendations that aligned with business goals.

## Projects

**Amazon Engagement Optimization** | *Power BI, DAX, SQL* — **March 2025**

- Developed an interactive Power BI dashboard to analyze **user engagement trends, cart abandonment rates, and conversion performance for Amazon.**
- **Utilized DAX functions** to create key metrics such as **Conversion Rate, Cart Abandonment Rate, and Active Users,** enabling data-driven decision-making.
- **Generated strategic recommendations** to improve **customer retention, optimize marketing strategies, and enhance conversion rates** based on data insights.
- **Implemented slicers and drill-through filters** for dynamic reporting, allowing deep-dive analysis into engagement patterns across different devices and traffic sources.

**Blinkit Sales Data Analysis** | *Power BI, SQL* — **January 2025**

- Conducted an in-depth analysis of **Blinkit's sales data** to derive actionable insights for improving operations and revenue growth.
- Developed an interactive Power BI dashboard **featuring KPI tracking, top-performing category analysis, and regional sales trends.**
- Simplified complex datasets into **meaningful visual insights,** enabling data-driven decision-making for stakeholders.
- Utilized **Power BI, SQL, and DAX** to create dynamic reports and optimize data relationships for efficient analytics.

## Certifications

- **Google Data Analytics Professional Certificate**
- **Machine Learning Specialization**
- **Google IT Automation with Python**
- **Career Essentials in Data Analysis**